WEED & COMPANY
RADIO STATION REPRESENTATIVES

350 MADISON AVENUE
NEW YORK CITY
THE BOOK BUILDING
DETROIT, MICHIGAN
203 NORTH WABASH AVE.
CHICAGO, ILLINOIS
6253 HOLLYWOOD BLVD.
HOLLYWOOD, CALIF.
HOTEL MARK HOPKINS
SAN FRANCISCO, CALIF.
STATLER BUILDING
BOSTON, MASS.
HAAS-HOWELL BUILDING
ATLANTA, GA.

New York 17, N. Y.
October 11, 1946

Mr. William A. Swartley
Station WHAV
Haverford College
Haverford, Pa.

Dear Mr. Swartley:

On September 23rd, Dave Linton and Paul Yergin came to see me and told me that IBS had decided to cancel the contract which gives IBSR the right to represent the college stations.

This contract actually runs in its original form until January 1, 1947 and, in addition to that, it was renewed by IBS last July for one additional year up until January 1, 1948. When I pointed this fact out to Dave and Paul they said that if I did not agree they would break the contract and they could definitely find some way of doing this.

Naturally, I am upset by this. It bothers me that Dave Linton and Paul Yergin should feel so strongly about this matter that they threaten a breach of contract. But I felt particularly bad when they said that they were acting under instructions from the college stations.

I have been interested in college broadcasting and the intramural stations in the colleges since 1940. This interest has taken the form of financial support of both IBS and the sales organization, IBSR, since 1941. In that period I have invested $15,337.00 without return. In other words, my interest in and desire to help college broadcasting has cost me that much money since February 1941.

With the exception of the year 1945, when some so-called "tax money" was spent in college radio, IBS and IBSR have always operated at a loss and this deficit has been made up by me. In spite of the very best sales efforts of everyone concerned, it was never possible to obtain more than one or two national accounts at a time. And now that the unusual situation which

prevailed during ~~the~~ 1945 has passed, college radio is beset by the same problems which hindered it in previous years.

These problems are basic and college stations cannot expect a reasonable volume of national advertising until a solution has been found for them. Briefly, they are as follows:

1. There are not enough college stations. A national advertiser, by his very definition, is interested in more than one market and does not like to use advertising media which limit his activities to a certain small segment of the country. If there were 60 to 100 college stations in operation spread pretty generally over the entire country, this problem would automatically be solved.

2. The advertiser, by and large, feels that the college station is a toy and as such it is played with by the students rather than operated on a business basis. Without debating whether this is true or not, the fact remains that this is a conviction which the advertiser holds and which all of our sales effort has not been able to shake, chiefly because not enough college stations are operated on an efficient and business-like basis.

IBSR has tried to shield the station from too close scrutiny on the part of the advertiser by handling all bills and contacts with the advertiser. But even this has not sufficed to justify or cover up missed broadcasts, late affidavits, unreasonable time changes and large unexplained gaps in the schedule.

I assure you that the problem of obtaining a sizable volume of national business can be solved only if remedies can be found to change these two basic difficulties.

Last winter, in spite of the best business the colleges have had since the inauguration of intramural broadcasting, a committee representing the colleges waited on me and demanded that I discharge Lou Bloch on the grounds that he was an inefficient salesman and incapable of obtaining the amount of business which rightfully should accrue to college radio. Now again, in spite of the fact that I have two salesmen working, Walter Robinson and Mal Furman, a committee has come and complained that not only are these salesmen incompetent and inefficient but I too have shown myself unworthy.

Now just to clarify this matter, I must tell you that my business is the sale of time for standard broadcast stations. In 1945 my company sold over $4,000,000 worth of time to national advertisers. The same experience that went to build up this successful record has been applied to the problem of selling time on the college stations. But no matter how skillful and experienced the sales effort, the product must have certain fundamental values before it can be successfully sold.

In view of my support of the sales organization, IBSR, and even of the Intercollegiate Broadcasting System itself for several years, I found it difficult to believe that Dave Linton and Paul Yergin were expressing the desire of the majority of the college radio stations when they requested a dissolution of the representation agreement between IBS and IBSR. However, they informed me today that this move is the will of the majority of the college stations and that if I do not accede to a request for cancellation, they will take immediate steps to effect a dissolution in some other manner.

In the face of this determined stand I would be foolish indeed if I were to try to sustain my connection with college radio. Therefore, I have decided to accede to this request for the cancellation of the contract.

Very truly yours,

INTERCOLLEGIATE BROADCASTING STATION
REPRESENTATIVES

J. J. Weed

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